

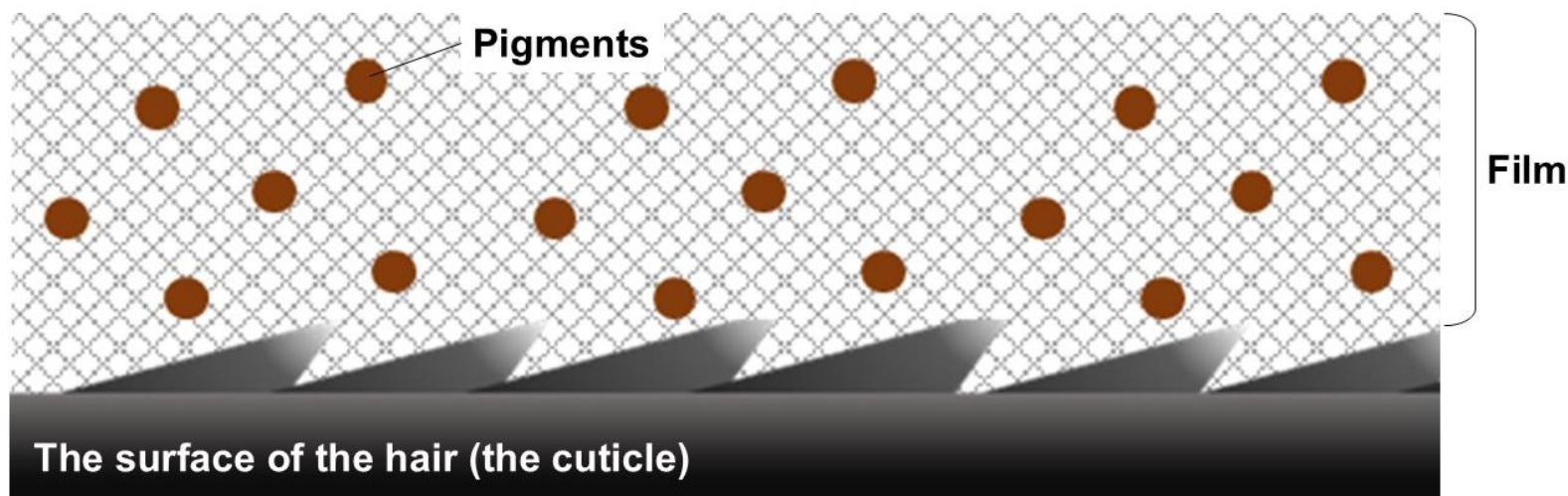
Color Wrapping Technology

A polymer film-forming technology that provides long-lasting hair coloration. Pigments* incorporated into the film enable the hair to be colored to the desired shade. Leveraging the properties of multiple polymers, the film is resistant to water during shampooing, scalp sebum, and friction from pillows and other contact, allowing the color to last for several days. It also delivers a natural-looking finish in both appearance and feel.

*Pigments are colored powders. Because their particles are relatively large, they do not penetrate the hair or skin, which may help reduce concerns about damage and allergic reaction.

<Unique Points>

By simply applying a colorant containing a mixture of pigments and polymers to the hair and blow-drying it, a long-lasting colored polymer film can be formed on the hair surface.



The soft, flexible film provides a natural look, movement, and feel of the hair. Because the film forms firmly to the hair surface, it is resistant to shampooing, sweat, rain, and sebum, and withstands friction from pillows and bedding.

Color Wrapping Technology: Natural Hair Feel and Shampoo Resistance



<https://www.youtube.com/watch?v=QopuaBBsf4E>

Color Wrapping Technology

<Key Benefits>

- Just apply and blow-dry. Easy to use and long-lasting for several days, it enables a new at-home hair-coloring routine.
- Makes it easy to touch up gray roots whenever you like.

<Link to Other Contents>

- PR TIMES STORY
World's First^{*1} "Color Wrapping Technology": New Hair Mascara
Delivers Up to ~5 Days^{*2} of Color on Gray Roots Along the Part—
The 7-Year Story Behind the Birth of "Blauné Retouch
Magic"(Japanese only)

<https://prtimes.jp/story/detail/oroKjVTEo4r>

^{*1}In hair-care products, the combination of four key ingredients—trimethylsiloxysilicate, (acrylates/polytrimethylsiloxymethacrylate) copolymer, dimethicone, and (bis-isobutyl PEG-15/amodimethicone) copolymer—that enables polymer film formation with shampoo resistance, friction resistance, and sebum resistance is the world's first. This is based on Kao's technical research and a Kao search using Mintel's database (GNPD) (as of April 2024).

^{*2}However, the color may fade more easily if the colored area comes into contact with oily ingredients or is rubbed strongly.

<Concerned Research Areas>

- Product Development Research:
Hair Care <https://www.kao.com/global/en/innovation/research-development/product-development/skin-care/>
- Fundamental Research:
Material Science <https://www.kao.com/global/en/innovation/research-development/fundamental/material-science/>